



“Lack of Training is often identified as the key reason for poor network performance. At Nova^{CX} we can offer many different training services tailored to your specific needs and boost your productivity and quality.”

Training and Education.

Here at Nova^{CX} we will deliver training that is right for the situation, the people and your company.

We do not believe in off the shelf training, instead we believe that training must be customized to reflect your specific network, your processes and the environment in which you our Customer operates.

We have developed many courses and workshops delivered in classrooms and workplaces for:

- Technicians
- Supervisors
- Managers
- Senior Managers

Below is one such case.

Background

An aggressive sales and marketing campaign was underway to encourage over four million fixed line customers to subscribe to DSL Broadband services and with some success.

However our Customer's DSL Maintenance Service, was struggling to cope with the growth in business and, with many new customers requiring connection on a daily basis, the situation was likely to worsen. Customer satisfaction measures were registering a significant dip and there were a number of credible new competitors with 'broadband-friendly' networks who were preparing to enter the market.

The operator turned to Nova^{CX} to investigate its creaking broadband repair operation.

The Challenge

Nova^{CX} were brought in to take an overall look at the operation in order to understand and analyse the reasons behind the high daily fault rates, which had grown to 2,000 per day, in particular the staggeringly high repeat fault rate figure of 40%.

Our role was also to design a workable, cost-effective, business-wide solution and to programme manage the delivery of the solution into the operator's DSL Maintenance Service Operation nationally across the three main regions.

The Solution

We began by undertaking and analysing a comprehensive audit of the existing processes, procedures and systems. The key findings, presented in our comprehensive report included:



“This was quite simply a matter of experienced telecoms professionals getting their sleeves rolled up, having a look at the problem and then fixing it.”

- Technicians were not equipped with suitable testing equipment
- They lacked knowledge of DSL engineering & maintenance techniques
- Technicians were being overloaded with fault tickets on a daily basis
- Existing processes were based on POTS repair and did not involve the customer installation
- Technicians lacked customer-facing skills.

Nova^{CX} then devised a “Customer Satisfaction Training Programme” that addressed all of the findings. This was delivered to 430 existing and new front line DSL maintenance technicians and also to a number of the operator’s own Trainers in the three key regions – with outstanding results. Key elements of the programme included:

- DSL tester evaluation and recommendation
- New equipment roll-out
- A three-day classroom course (12 students per course)
- Individual field training
- Individual final assessment
- Weekly reporting to senior management
- Management and Trainer training, enabling transition into the operator’s
- BAU work-stream
- A supporting communications programme including a DSL guide and engineering best practice information cascade.

Results

The results of this training and assessment programme were truly startling as of the technicians trained, 92% made the transformation from POTS to accredited DSL maintenance technicians.

The lessons of the training programme were ‘fast-tracked’ into the operator’s busiest Service Maintenance Centre and repeat fault percentages dropped to 4% after only two months.

As fault reports were brought under control the drop in customer satisfaction levels were arrested and the operator was able to go on to double their fixed line DSL business.

Nova^{CX} Associates Ian Peacock and Ged Turley led the delivery of the programme. Both agreed that this had been a most exciting and rewarding project, not least, according to Ian Peacock: “because of the smile on the faces of technicians when they passed their final assessment.”

It was, of course, rewarding also because of the tangible business benefits to the customer within less than a year of the programme: Ged Turley concluded: “This was quite simply a matter of experienced telecoms professionals getting their sleeves rolled up, having a look at a problem and then fixing it.